

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .NRCC/IE
Product NRCC IE 2012- SKED 2
Estimate# 3304
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3304
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

THIS IS SKED 2 SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------|----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 1 | F | 5A-6A | WAKE W/WAGNRS1 | :30 | \$600.00 | 10/05-10/05 | 2 | 1 | 2 | \$1,200.00 | |
| | 2 | M | 5A-6A | WAKE W/WAGNRS1 | :30 | \$600.00 | 10/08-10/08 | 2 | 1 | 2 | \$1,200.00 | |
| | 3 | TU | 5A-6A | WAKE W/WAGNRS1 | :30 | \$600.00 | 10/09-10/09 | 2 | 1 | 2 | \$1,200.00 | |
| | 4 | W | 5A-6A | WAKE W/WAGNRS1 | :30 | \$600.00 | 10/10-10/10 | 2 | 1 | 2 | \$1,200.00 | |
| | 5 | TH | 5A-6A | WAKE W/WAGNRS1 | :30 | \$600.00 | 10/11-10/11 | 2 | 1 | 2 | \$1,200.00 | |
| | 6 | F | 6A-7A | WAKE W/WAGNRS2 | :30 | \$1,000.00 | 10/05-10/05 | 2 | 1 | 2 | \$2,000.00 | |
| | 7 | M | 6A-7A | WAKE W/WAGNRS2 | :30 | \$1,000.00 | 10/08-10/08 | 2 | 1 | 2 | \$2,000.00 | |
| | 8 | TU | 6A-7A | WAKE W/WAGNRS2 | :30 | \$1,000.00 | 10/09-10/09 | 2 | 1 | 2 | \$2,000.00 | |
| | 9 | W | 6A-7A | WAKE W/WAGNRS2 | :30 | \$1,000.00 | 10/10-10/10 | 2 | 1 | 2 | \$2,000.00 | |
| | 10 | TH | 6A-7A | WAKE W/WAGNRS2 | :30 | \$1,000.00 | 10/11-10/11 | 2 | 1 | 2 | \$2,000.00 | |
| | 11 | F | 7A-9A | TODAY SHW | :30 | \$1,900.00 | 10/05-10/05 | 3 | 1 | 3 | \$5,700.00 | |
| | 12 | M | 7A-9A | TODAY SHW | :30 | \$1,900.00 | 10/08-10/08 | 3 | 1 | 3 | \$5,700.00 | |
| | 13 | TU | 7A-9A | TODAY SHW | :30 | \$1,900.00 | 10/09-10/09 | 3 | 1 | 3 | \$5,700.00 | |
| | 14 | W | 7A-9A | TODAY SHW | :30 | \$1,900.00 | 10/10-10/10 | 3 | 1 | 3 | \$5,700.00 | |

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|-----|-----|-------|---------|----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 15 | TH | 7A-9A | TODAY SHW | :30 | \$1,900.00 | 10/11-10/11 | 3 | 1 | 3 | \$5,700.00 | |
| | 16 | SA | 6A-7A | NW3 AT SUNRISE | :30 | \$450.00 | 10/06-10/06 | 2 | 1 | 2 | \$900.00 | |
| | 17 | SA | 7A-9A | SATURDAY TODAY | :30 | \$900.00 | 10/06-10/06 | 4 | 1 | 4 | \$3,600.00 | |
| | 18 | SU | 6A-7A | NW3-SUNRS WKND | :30 | \$450.00 | 10/07-10/07 | 2 | 1 | 2 | \$900.00 | |
| | 19 | F | 9A-10A | TODAY SHW2 | :30 | \$1,000.00 | 10/05-10/05 | 1 | 1 | 1 | \$1,000.00 | |
| | 20 | M | 9A-10A | TODAY SHW2 | :30 | \$1,000.00 | 10/08-10/08 | 1 | 1 | 1 | \$1,000.00 | |
| | 21 | TU | 9A-10A | TODAY SHW2 | :30 | \$1,000.00 | 10/09-10/09 | 1 | 1 | 1 | \$1,000.00 | |
| | 22 | W | 9A-10A | TODAY SHW2 | :30 | \$1,000.00 | 10/10-10/10 | 1 | 1 | 1 | \$1,000.00 | |
| | 23 | TH | 9A-10A | TODAY SHW2 | :30 | \$1,000.00 | 10/11-10/11 | 1 | 1 | 1 | \$1,000.00 | |
| | 24 | F | 10A-11A | TODAY SHW3 | :30 | \$600.00 | 10/05-10/05 | 2 | 1 | 2 | \$1,200.00 | |
| | 25 | M | 10A-11A | TODAY SHW3 | :30 | \$600.00 | 10/08-10/08 | 2 | 1 | 2 | \$1,200.00 | |
| | 26 | TU | 10A-11A | TODAY SHW3 | :30 | \$600.00 | 10/09-10/09 | 2 | 1 | 2 | \$1,200.00 | |
| | 27 | W | 10A-11A | TODAY SHW3 | :30 | \$600.00 | 10/10-10/10 | 2 | 1 | 2 | \$1,200.00 | |
| | 28 | TH | 10A-11A | TODAY SHW3 | :30 | \$600.00 | 10/11-10/11 | 2 | 1 | 2 | \$1,200.00 | |
| | 29 | F | 11A-12P | RACHAEL RAY | :30 | \$500.00 | 10/05-10/05 | 2 | 1 | 2 | \$1,000.00 | |
| | 30 | M | 11A-12P | RACHAEL RAY | :30 | \$500.00 | 10/08-10/08 | 2 | 1 | 2 | \$1,000.00 | |

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|-----|-----|-------|-----------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 31 | TU | 11A-12P | RACHAEL RAY | :30 | \$500.00 | 10/09-10/09 | 2 | 1 | 2 | \$1,000.00 | |
| | 32 | W | 11A-12P | RACHAEL RAY | :30 | \$500.00 | 10/10-10/10 | 2 | 1 | 2 | \$1,000.00 | |
| | 33 | TH | 11A-12P | RACHAEL RAY | :30 | \$500.00 | 10/11-10/11 | 2 | 1 | 2 | \$1,000.00 | |
| | 34 | F | 12P-1230P | NEWS 3 AT NOON | :30 | \$500.00 | 10/05-10/05 | 1 | 1 | 1 | \$500.00 | |
| | 35 | M | 12P-1230P | NEWS 3 AT NOON | :30 | \$500.00 | 10/08-10/08 | 1 | 1 | 1 | \$500.00 | |
| | 36 | TU | 12P-1230P | NEWS 3 AT NOON | :30 | \$500.00 | 10/09-10/09 | 1 | 1 | 1 | \$500.00 | |
| | 37 | W | 12P-1230P | NEWS 3 AT NOON | :30 | \$500.00 | 10/10-10/10 | 1 | 1 | 1 | \$500.00 | |
| | 38 | TH | 12P-1230P | NEWS 3 AT NOON | :30 | \$500.00 | 10/11-10/11 | 1 | 1 | 1 | \$500.00 | |
| | 39 | F | 1P-2P | DAYS-OUR LIVES | :30 | \$425.00 | 10/05-10/05 | 2 | 1 | 2 | \$850.00 | |
| | 40 | M | 1P-2P | DAYS-OUR LIVES | :30 | \$425.00 | 10/08-10/08 | 2 | 1 | 2 | \$850.00 | |
| | 41 | TU | 1P-2P | DAYS-OUR LIVES | :30 | \$425.00 | 10/09-10/09 | 2 | 1 | 2 | \$850.00 | |
| | 42 | W | 1P-2P | DAYS-OUR LIVES | :30 | \$425.00 | 10/10-10/10 | 2 | 1 | 2 | \$850.00 | |
| | 43 | TH | 1P-2P | DAYS-OUR LIVES | :30 | \$425.00 | 10/11-10/11 | 2 | 1 | 2 | \$850.00 | |
| | 44 | SA | 9A-930A | NEWS3 TDY-WKND | :30 | \$750.00 | 10/06-10/06 | 2 | 1 | 2 | \$1,500.00 | |
| | 45 | SU | 9A-930A | NEWS3 TDY-WKND | :30 | \$750.00 | 10/07-10/07 | 2 | 1 | 2 | \$1,500.00 | |
| | 46 | F | 4P-5P | NEWS 3 AT 4PM | :30 | \$900.00 | 10/05-10/05 | 1 | 1 | 1 | \$900.00 | |
| | 47 | M | 4P-5P | NEWS 3 AT 4PM | :30 | \$900.00 | 10/08-10/08 | 1 | 1 | 1 | \$900.00 | |

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|-----|-----|-------|-----------|-----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 48 | TU | 4P-5P | NEWS 3 AT 4PM | :30 | \$900.00 | 10/09-10/09 | 1 | 1 | 1 | \$900.00 | |
| | 49 | W | 4P-5P | NEWS 3 AT 4PM | :30 | \$900.00 | 10/10-10/10 | 1 | 1 | 1 | \$900.00 | |
| | 50 | TH | 4P-5P | NEWS 3 AT 4PM | :30 | \$900.00 | 10/11-10/11 | 1 | 1 | 1 | \$900.00 | |
| | 51 | F | 5P-630P | NEWS 3 | :30 | \$1,800.00 | 10/05-10/05 | 3 | 1 | 3 | \$5,400.00 | |
| | 52 | M | 5P-630P | NEWS 3 | :30 | \$1,800.00 | 10/08-10/08 | 3 | 1 | 3 | \$5,400.00 | |
| | 53 | TU | 5P-630P | NEWS 3 | :30 | \$1,800.00 | 10/09-10/09 | 3 | 1 | 3 | \$5,400.00 | |
| | 54 | W | 5P-630P | NEWS 3 | :30 | \$1,800.00 | 10/10-10/10 | 3 | 1 | 3 | \$5,400.00 | |
| | 55 | TH | 5P-630P | NEWS 3 | :30 | \$1,800.00 | 10/11-10/11 | 3 | 1 | 3 | \$5,400.00 | |
| | 56 | F | 630P-730P | JEOP/WHEEL | :30 | \$1,700.00 | 10/05-10/05 | 2 | 1 | 2 | \$3,400.00 | |
| | 57 | M | 630P-730P | JEOP/WHEEL | :30 | \$1,700.00 | 10/08-10/08 | 2 | 1 | 2 | \$3,400.00 | |
| | 58 | TU | 630P-730P | JEOP/WHEEL | :30 | \$1,700.00 | 10/09-10/09 | 2 | 1 | 2 | \$3,400.00 | |
| | 59 | W | 630P-730P | JEOP/WHEEL | :30 | \$1,700.00 | 10/10-10/10 | 2 | 1 | 2 | \$3,400.00 | |
| | 60 | TH | 630P-730P | JEOP/WHEEL | :30 | \$1,700.00 | 10/11-10/11 | 2 | 1 | 2 | \$3,400.00 | |
| | 61 | F | 730P-8P | NWS3 J. RALSTON | :30 | \$900.00 | 10/05-10/05 | 2 | 1 | 2 | \$1,800.00 | |
| | 62 | M | 730P-8P | NWS3 J. RALSTON | :30 | \$900.00 | 10/08-10/08 | 2 | 1 | 2 | \$1,800.00 | |
| | 63 | TU | 730P-8P | NWS3 J. RALSTON | :30 | \$900.00 | 10/09-10/09 | 2 | 1 | 2 | \$1,800.00 | |

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|-----|-----|-------|-----------|------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 64 | W | 730P-8P | NWS3 J. RALSTON | :30 | \$900.00 | 10/10-10/10 | 2 | 1 | 2 | \$1,800.00 | |
| | 65 | TH | 730P-8P | NWS3 J. RALSTON | :30 | \$900.00 | 10/11-10/11 | 2 | 1 | 2 | \$1,800.00 | |
| | 66 | SA | 630P-730P | JEOP/WHEEL | :30 | \$525.00 | 10/06-10/06 | 2 | 1 | 2 | \$1,050.00 | |
| | 67 | M | 8P-10P | THE VOICE | :30 | \$4,000.00 | 10/08-10/08 | 2 | 1 | 2 | \$8,000.00 | |
| | 68 | M | 10P-11P | REVOLUTION | :30 | \$3,200.00 | 10/08-10/08 | 1 | 1 | 1 | \$3,200.00 | |
| | 69 | TU | 8P-9P | VOICE | :30 | \$4,000.00 | 10/09-10/09 | 2 | 1 | 2 | \$8,000.00 | |
| | 70 | TH | 9P-930P | NWS FOLO DEBATE | :30 | \$1,200.00 | 10/11-10/11 | 2 | 1 | 2 | \$2,400.00 | |
| | 71 | SU | 4P-5P | FTBL NITE AMR | :30 | \$2,400.00 | 10/07-10/07 | 1 | 1 | 1 | \$2,400.00 | |
| | 72 | SU | 830P-930P | NWS3 LVE-PRIME | :30 | \$1,800.00 | 10/07-10/07 | 2 | 1 | 2 | \$3,600.00 | |
| | 73 | F | 11P-1135P | NEWS 3 AT 11 | :30 | \$1,400.00 | 10/05-10/05 | 1 | 1 | 1 | \$1,400.00 | |
| | 74 | M | 11P-1135P | NEWS 3 AT 11 | :30 | \$1,400.00 | 10/08-10/08 | 1 | 1 | 1 | \$1,400.00 | |
| | 75 | TU | 11P-1135P | NEWS 3 AT 11 | :30 | \$1,400.00 | 10/09-10/09 | 1 | 1 | 1 | \$1,400.00 | |
| | 76 | W | 11P-1135P | NEWS 3 AT 11 | :30 | \$1,400.00 | 10/10-10/10 | 1 | 1 | 1 | \$1,400.00 | |
| | 77 | TH | 11P-1135P | NEWS 3 AT 11 | :30 | \$1,400.00 | 10/11-10/11 | 1 | 1 | 1 | \$1,400.00 | |
| | 78 | TH | 1030P-11P | J. RALSTON 10/11 | :30 | \$900.00 | 10/11-10/11 | 2 | 1 | 2 | \$1,800.00 | |
| | 79 | SA | 11P-1135P | WKD2 NWS-AT 11 | :30 | \$1,400.00 | 10/06-10/06 | 2 | 1 | 2 | \$2,800.00 | |
| | 80 | SU | 11P-1135P | WKD NWS3 AT 11 | :30 | \$1,400.00 | 10/07-10/07 | 2 | 1 | 2 | \$2,800.00 | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 81 | F | 1135P-1235A | TONITE SHW | :30 | \$750.00 | 10/05-10/05 | 2 | 1 | 2 | \$1,500.00 | |
| | 82 | M | 1135P-1235A | TONITE SHW | :30 | \$750.00 | 10/08-10/08 | 2 | 1 | 2 | \$1,500.00 | |
| | 83 | TU | 1135P-1235A | TONITE SHW | :30 | \$750.00 | 10/09-10/09 | 2 | 1 | 2 | \$1,500.00 | |
| | 84 | W | 1135P-1235A | TONITE SHW | :30 | \$750.00 | 10/10-10/10 | 2 | 1 | 2 | \$1,500.00 | |
| | 85 | TH | 1135P-1235A | TONITE SHW | :30 | \$750.00 | 10/11-10/11 | 2 | 1 | 2 | \$1,500.00 | |
| | 86 | F | 1235A-137A | J FALLON | :30 | \$350.00 | 10/05-10/05 | 2 | 1 | 2 | \$700.00 | |
| | 87 | M | 1235A-137A | J FALLON | :30 | \$350.00 | 10/08-10/08 | 2 | 1 | 2 | \$700.00 | |
| | 88 | TU | 1235A-137A | J FALLON | :30 | \$350.00 | 10/09-10/09 | 2 | 1 | 2 | \$700.00 | |
| | 89 | W | 1235A-137A | J FALLON | :30 | \$350.00 | 10/10-10/10 | 2 | 1 | 2 | \$700.00 | |
| | 90 | TH | 1235A-137A | J FALLON | :30 | \$350.00 | 10/11-10/11 | 2 | 1 | 2 | \$700.00 | |
| | 91 | SA | 1130P-1A | SAT NITE LIVE | :30 | \$2,000.00 | 10/06-10/06 | 2 | 1 | 2 | \$4,000.00 | |
| | 92 | SU | 930P-10P | JEOPARDY | :30 | \$1,200.00 | 10/07-10/07 | 2 | 1 | 2 | \$2,400.00 | |
| | 93 | SU | 1135P-12A | SPORT NT-L VGS | :30 | \$400.00 | 10/07-10/07 | 1 | 1 | 1 | \$400.00 | |

| | | | | | |
|------------|------------------------|------------------|--------------------------------------|--------------------|------------------|
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| Fax# | | | | | |

---REPORT TOTALS---

Report Totals: 175 / \$194,000.00

---SALES MONTHLY TOTALS---

Oct 12: 175 / \$194,000.00

Sales Totals: 175 / \$194,000.00

Station Totals: 175 / \$194,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$473,171 | CATV | 0% | KBLR | 0% | KINC | 0% | KLAS | 12% | KSNV | 41% |
| | | KTNV | 20% | KTUD | 0% | KVCW | 3% | KVMY | 4% | KVVU | 20% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

EST SHARES

| | |
|-------|-------|
| Books | NOV12 |
| Demos | RA35+ |

--- CREDIT RISK ---

CASH IN ADVANCE